

"VEST POCKET GAZE"

LEO BURNETT COMPANY, Inc.

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New York Magazine, August 17
Har's, August
Motor Trends, August

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A color photograph of a man in a cowboy hat and vest, holding a cigarette. In the foreground, two packs of Marlboro cigarettes are displayed: a red pack labeled 'Marlboro 100's' and a gold pack labeled 'Marlboro 100's'. The background is a blurred outdoor scene.

Marlboro Red or Longhorn 100's
you get a lot to like.

Come to where the flavor is. Come to Marlboro Country.

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